



Are you thinking about becoming a grower? SproUTing Growers is a 6-part workshop series to provide potential growers with the business planning and management, vegetable and small fruit planning and production and direct marketing skills that they need to properly plan and carryout a farming venture.

These half-day workshops, planned from 1-4 PM EST on the final Monday of the month, will be offered in Knoxville throughout the spring and summer:

- 1) February 22- Business Planning**, led by Alice Rhea, Area Farm Specialist
This workshop will help participants to think about the description of their business (products they will offer, location, legal structure, operation procedures, personnel, accounting and legal, and insurance), as well as help them decipher financial data.
- 2) March 29- Production Planning**, led by Annette Wszelaki, Dept. of Plant Sciences
This workshop will cover crop scheduling, seed selection, and farm design. Additionally, participants are encouraged to attend the Organic Crop Production Workshop Series for more in-depth information on crop production (<http://organics.tennessee.edu/workshops.htm>).
- 3) April 26- Transplant Production**, led by Mary Rogers and Grant McCarty, Dept. of Plant Sciences
This workshop will be hands-on out at the UT Organic Crops Unit and will be co-taught by the farm interns. We will cover choosing your supplies, fertility, light requirements, and potential challenges.
- 4) May 24- Marketing Strategies**, led by Megan Bruch, Center for Profitable Agriculture
This workshop will introduce participants to direct marketing options (farm market, farmers market, coops, and CSA), help them develop a marketing plan (strategy, market analysis, and customer service) and provide tips for marketing their farm image.
- 5) June 28- Market Garden Planting & Maintenance**, led by Mary Rogers and Grant McCarty
This workshop will be hands-on out at the UT Organic Crops Unit market garden and will be co-taught by the farm interns. We will cover planting tips, soil building, food safety, and pest, disease and weed management.
- 6) July 26- Harvest and Handling**, led by Mary Rogers and Grant McCarty, Dept. of Plant Sciences
This workshop will be hands-on out at the UT Organic Crops Unit and will be co-taught by the interns. We will cover harvesting tips and postharvest handling (cooling, washing, storing and packaging) to maintain the highest quality product fresh from the farm.

There is no fee for participating in the workshops, but registration is required. Please contact Mary Rogers at 865.974.0710 or mroger30@utk.edu for more information or to register for the workshops.